

Rep Order# 9736794- Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 1311548

Printed: 08/14/2012 9:04 AM  
Last Received: 08/13/2012 5:18 PM  
Showing Buylines: All Rep Revised Lines

1 of 4

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL ISSUE GROU  
Product REP GOVERNORS ASSOC  
Estimate#  
Buyer CINDIE CRANE  
Phone#  
Fax#

Agency ( ) TARGET ENTERPRISES  
15260 VENTURA BLVD, SUITE 1240  
SHERMAN OAKS, CA 91403  
Agency C/P1/P2/E  
Flight Dates 09/24/2012 - 11/11/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) LOS ANGELES  
Salesperson ( ) JENNA AVISHAY  
Salesperson Phone# 323-966-5205  
Salesperson FAX# 917-206-9005

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

\*\*\*5/25 V.1 - NEW POLITICAL ORDER TO START 9/24\*\*\*

ORD TTL= 22910/217X

PLS CONFIRM. THANK YOU, SERENA FOR JOE

\*\*\*\*\*

2 of 4

Rep Firm  
Sales Office ( ) LOS ANGELES  
Salesperson ( ) JENNA AVISHAY  
Salesperson Phone# 323-966-5205  
Salesperson FAX# 917-206-9005

— REMARKS —

PLEASE CONFIRM. THANKS, STEFANIE FOR JENNA

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
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*1	M-F	09/24-11/09	10A-11A	PEOPLE'S COURT	.30	\$60.00	0	0	0	\$0.00
Rating: 1.6										
Sales Remark. V3 MOVING ALL SPOTS TO VARIOUS HL# AND ESTIMATES										
V3 Comment Changed, Spots/week Changed										
*2	M-F	09/24-11/09	11A-12P	VIEW	.30	\$60.00	0	0	0	\$0.00
Rating: 1.5										
Sales Remark. V3 MOVING ALL SPOTS TO VARIOUS HL# AND ESTIMATES										
V3 Comment Changed, Spots/week Changed										
*3	M-F	09/24-11/09	12P-1P	MILLIONAIRE	.30	\$60.00	0	0	0	\$0.00
Rating: 1.0										
Sales Remark. V3 MOVING ALL SPOTS TO VARIOUS HL# AND ESTIMATES										
V3 Comment Changed, Spots/week Changed										
*4	M-F	10/01-11/09	630P-7P	ABC WORLD NEWS	.30	\$150.00	0	0	0	\$0.00
Rating: 1.2										
Sales Remark. V3 MOVING ALL SPOTS TO VARIOUS HL# AND ESTIMATES										
V3 Comment Changed, Spots/week Changed										

Station WXLV-TV GREENSBORO/W.SALEM  
 Advertiser ( ) POLITICAL ISSUE GROU  
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 Buyer CINDIE CRANE  
 Phone#  
 Fax#  
 Agency ( ) TARGET ENTERPRISES  
 15260 VENTURA BLVD, SUITE 1240  
 SHERMAN OAKS, CA 91403  
 Agency C/P1/P2/E  
 Flight Dates 09/24/2012 - 11/11/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) LOS ANGELES  
 Salesperson ( ) JENNA AVISHAY  
 Salesperson Phone# 323-966-5205  
 Salesperson FAX# 917-206-9005

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*5	M-F	09/24-11/02	7P-8P	FAMILY FEUD	.30	\$200.00	0	0	0	\$0.00
Rating: 3.2										
Sales Remark. V3 MOVING ALL SPOTS TO VARIOUS HI# AND ESTIMATES										
V3 Comment Changed, Spots/week Changed										
*6	M-F	09/24-11/09	11P-1135P	NEWS14 ABC45	.30	\$160.00	0	0	0	\$0.00
Rating: 1.4										
Sales Remark. V3 MOVING ALL SPOTS TO VARIOUS HI# AND ESTIMATES										
V3 Comment Changed, Spots/week Changed										
*7	M-F	09/24-11/09	1135P-1205A	NIGHTLINE	.30	\$60.00	0	0	0	\$0.00
Rating: 1.0										
Sales Remark. V3 MOVING ALL SPOTS TO VARIOUS HI# AND ESTIMATES										
V3 Comment Changed, Spots/week Changed										
*8	SU	09/30-10/28	11A-12P	THIS WEEK	.30	\$100.00	0	0	0	\$0.00
Rating: 1.0										
Sales Remark. V3 MOVING ALL SPOTS TO VARIOUS HI# AND ESTIMATES										
V3 Comment Changed, Spots/week Changed										
*9	SU	11/04-11/04	11A-12P	THIS WEEK	.30	\$110.00	0	0	0	\$0.00
Rating: 1.0										
Sales Remark. V3 MOVING ALL SPOTS TO VARIOUS HI# AND ESTIMATES										
V3 Comment Changed, Spots/week Changed										

---REPORT TOTALS---  
 Report Totals. 0 / \$0.00

---SALES MONTHLY TOTALS---  
 Sep 12. 0 / \$0.00 Oct 12. 0 / \$0.00 Nov 12. 0 / \$0.00

Rep Order# 9736794 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 1311548

Printed: 08/14/2012 9:04 AM  
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Showing Buylines: All Rep Revised Lines

4 of 4

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL ISSUE GROU  
Product REP GOVERNORS ASSOC  
Estimate#  
Buyer CINDIE CRANE  
Phone#  
Fax#

Agency ( ) TARGET ENTERPRISES  
15260 VENTURA BLVD., SUITE 1240  
SHERMAN OAKS, CA 91403  
Agency C/P1/P2/E  
Flight Dates 09/24/2012 - 11/11/2012  
Hiatus Weeks

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Sales Office ( ) LOS ANGELES  
Salesperson ( ) JENNA AVISHAY  
Salesperson Phone# 323-966-5205  
Salesperson FAX# 917-206-9005

Sales Totals. 0 / \$0.00

Station Totals. 0 / \$0.00

Lines not sent/rcld/rtrn. 0 / \$0.00

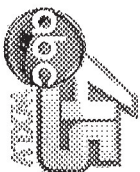
---COMPETITIVE---

Market Totals

\$0

CABL 0% UNKN 0% WEFX 0% WCVG 0% WPMY 9%  
WGHP 58% WMYV 8% WUPN 0% WXLV 8%

Books null  
Demos RA35+



WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Target Enterprises  
15260 Ventura Blvd  
Ste 1240  
Sherman Oaks, CA 91403

## Contract # 1311548

### Schedule Dates

09/24/12-11/06/12

### Advertiser

Republican Governors Association of NC (32743)

### Agency

Target Enterprises (2076)

### Product

POLITICAL CANDIDATE SUPER PAC (ns) (1386)

### Brand

REP GOVERNORS ASSOC (449954)

### Salesperson

Millennium/DC, Washington DC (1108)

### Sales Office

Millennium Washington DC

### Buyer Name

CRANE, CINDIE

### Phone/Fax

/

### CPE

N/A

### Account Types

National/Political Candidate Agency BRD

### Billing Type

Weekly/Irregular

### Comments

REP GOVERNORS ASSOC  
JOE FRENI  
SHARE = 8%

Date Entered 06/04/12

Last Modified 06/04/12

Entered By Lisa Carter

CO-OP Yes

Headline # ECR09736794

Demo A35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission \$3,436.50

Net Total \$19,473.50

Sales Tax

### Greensboro (WXLV)

By Broadcast Month Spots

Sep. 2012 31

Oct. 2012 144

Nov. 2012 42

Grand Total: 217

Rate

\$3,100.00

\$15,400.00

\$4,410.00

\$22,910.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/24/12-11/02/12	4	:30	10A- Peoples Court	1	1	1	1	1	1			30	\$60.00	\$1,800.00	Greensboro (WXLV)	PEOPLES COURT	6/4/12
2.0	Normal Line / SPOT (1)	11/05/12-11/06/12	4	:30	10A- Peoples Court	1	X	X						1	\$60.00	\$60.00	Greensboro (WXLV)	PEOPLES COURT	6/4/12
3.0	Normal Line / SPOT (2)	09/24/12-11/02/12	4	:30	10:58:25A- ABC-The View	1	1	1	1	1	1			30	\$60.00	\$1,800.00	Greensboro (WXLV)	VIEW	6/4/12
4.0	Normal Line / SPOT (2)	11/05/12-11/06/12	4	:30	10:58:25A- ABC-The View	1	X	X						1	\$60.00	\$60.00	Greensboro (WXLV)	VIEW	6/4/12
5.0	Normal Line / SPOT (3)	09/24/12-11/02/12	4	:30	12:30P- Who Wants To Be A Millionaire B	1	1	1	1	1	1			30	\$60.00	\$1,800.00	Greensboro (WXLV)	CAN RUN 12N-1P IN "MILLIONAIRE"	6/4/12
6.0	Normal Line / SPOT (3)	11/05/12-11/06/12	4	:30	12P- Who Wants To Be A Millionaire	1	X	X						1	\$60.00	\$60.00	Greensboro (WXLV)	CAN RUN 12N-1P IN "MILLIONAIRE"	6/4/12
7.0	Normal Line / SPOT (4)	10/01/12-11/02/12	4	:30	6:30P- ABC-World News Monday-Friday	1	1	1	1	1	1			25	\$150.00	\$3,750.00	Greensboro (WXLV)	ABC WORLD NEWS	6/4/12
8.0	Normal Line / SPOT (4)	11/05/12-11/06/12	4	:30	6:30P- ABC-World News Monday-Friday	1	X	X						1	\$150.00	\$150.00	Greensboro (WXLV)	ABC WORLD NEWS	6/4/12
9.0	Normal Line / SPOT (5)	09/24/12-11/02/12	4	:30	7P- Family Feud	1	1	1	1	1	1			30	\$200.00	\$6,000.00	Greensboro (WXLV)	CAN RUN 7-8P IN "FAMILY FEUD"	6/4/12
10.0	Normal Line / News (6)	09/24/12-11/02/12	4	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1	1	1	1	1	1			30	\$160.00	\$4,800.00	Greensboro (WXLV)	NEWS14 ABC45	6/4/12
11.0	Normal Line / News (6)	11/05/12-11/05/12	4	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1	1							1	\$160.00	\$160.00	Greensboro (WXLV)	NEWS14 ABC45	6/4/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

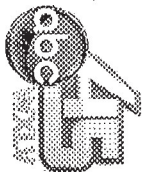
Date:

Accepted-Station:

Date:

Comments:





WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Target Enterprises  
15260 Ventura Blvd  
Ste 1240  
Sherman Oaks, CA 91403

# Contract # 1311548

Schedule Dates: 09/24/12-11/06/12  
Advertiser: Republican Governors Association of NC (32743)  
Agency: Target Enterprises (2076)  
Product: POLITICAL CANDIDATE SUPER PAC (ns) (1386)  
Brand: REP GOVERNORS ASSOC (449954)  
Salesperson: Millennium/DC, Washington DC (1108)  
Sales Office: Millennium Washington DC  
Buyer Name: CRANE, CANDIE  
Phone/Fax: /  
CPE: N/A  
Account Types: National/Political Candidate Agency BRD  
Billing Type: Weekly/Irregular  
Comments: REP GOVERNORS ASSOC  
JOE FRENI  
SHARE = 8%

Date Entered: 06/04/12  
Last Modified: 06/04/12  
Entered By: Lisa Carter  
CO-OP: Yes  
Headline #: ECR09/367/94  
Demo: A35+R  
Order Type: Normal  
Package Deal:  
Commission %: 15.00  
Commission: \$3,436.50  
Net Total: \$19,473.50  
Sales Tax:

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	31	\$3,100.00
Oct. 2012	144	\$15,400.00
Nov. 2012	42	\$4,410.00
Grand Total:	217	\$22,910.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT (7)	09/24/12-11/02/12	4	:30	11:35P- ABC-Nightline	1	1	1	1	1	1			30	\$60.00	\$1,800.00	Greensboro (WXLV)	NIGHTLINE	5/4/12
13.0	Normal Line / SPOT (7)	11/05/12-11/05/12	4	:30	11:35P- ABC-Nightline	1								1	\$60.00	\$60.00	Greensboro (WXLV)	NIGHTLINE	5/4/12
14.0	Normal Line / SPOT (8)	09/30/12-10/28/12	4	:30	10:58-40A- ABC-This Week								1	5	\$100.00	\$500.00	Greensboro (WXLV)	THIS WEEK	5/4/12
15.0	Normal Line / SPOT (9)	11/04/12-11/04/12	4	:30	10:58-40A- ABC-This Week								1	1	\$110.00	\$110.00	Greensboro (WXLV)	THIS WEEK	5/4/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_

*mailed Buu*

8/15/12

Rep Order# 9736794 Ver# 1 Status New  
EC'd Yes

Traffic Order# 131548  
Printed: 05/29/2012 8:53 AM  
Last Received: 05/25/2012 6:46 PM  
Showing Buylines: All Rep Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL ISSUE GROU  
Product REP GOVERNORS ASSOC  
Estimate#  
Buyer CINDIE CRANE  
Phone#  
Fax#

Agency ( ) TARGET ENTERPRISES  
15260 VENTURA BLVD, SUITE 1240  
SHERMAN OAKS, CA 91403  
Agency C/P1/P2/E  
Flight Dates 09/24/2012 - 11/11/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) LOS ANGELES  
Salesperson ( ) JOE FRENN-SINCLAIR  
Salesperson Phone# 323-966-5284  
Salesperson FAX#

\*\*\*\*\* Contract Coversheet \*\*\*\*\*  
\*\*\*5/25 V.1 - NEW POLITICAL ORDER TO START 9/24\*\*\*  
ORD TTL= 22910/217X  
PLS CONFIRM. THANK YOU, SERENA FOR JOE  
\*\*\*\*\*

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7  
0

Rep Firm	
Sales Office (	) LOS ANGELES
Salesperson (	) JOE FRENI-SINCLAIR
Salesperson Phone#	323-966-5284
Salesperson FAX#	

Spot

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	M-F	09/24-11/02 11/05-11/09	10A-11A	PEOPLE'S COURT	.30	\$60.00	5 1	6 1	30 1	\$1,860.00
Rating: 1.6										
2	M-F	09/24-11/02 11/05-11/09	11A-12P	VIEW	.30	\$60.00	5 1	6 1	30 1	\$1,860.00
Rating: 1.5										
3	M-F	09/24-11/02 11/05-11/09	12P-1P	MILLIONAIRE	.30	\$60.00	5 1	6 1	30 1	\$1,860.00
Rating: 1.0										
4	M-F	10/01-11/02 11/05-11/09	630P-7P	ABC WORLD NEWS	.30	\$150.00	5 1	5 1	25 1	\$3,900.00
Rating: 1.2										
5	M-F	09/24-11/02	7P-8P	FAMILY FEUD	.30	\$200.00	5	6	30	\$6,000.00
Rating: 3.2										
6	M-F	09/24-11/02 11/05-11/09	11P-1135P	NEWS14 ABC45	.30	\$160.00	5 1	6 1	30 1	\$4,960.00
Rating: 1.4										
7	M-F	09/24-11/02 11/05-11/09	1135P-1205A	NIGHTLINE	.30	\$60.00	5 1	6 1	30 1	\$1,860.00
Rating: 1.0										



Station WXLV-TV GREENSBORO/W.SALEM  
 Advertiser ( ) POLITICAL ISSUE GROU  
 Product REP GOVERNORS ASSOC  
 Estimate#  
 Buyer CINDIE CRANE  
 Phone#  
 Fax#  
 Agency ( ) TARGET ENTERPRISES  
 15260 VENTURA BLVD, SUITE 1240  
 SHERMAN OAKS, CA 91403  
 Agency C/P1/P2/E  
 Flight Dates 09/24/2012 - 11/11/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) LOS ANGELES  
 Salesperson ( ) JOE FREN-SINCLAIR  
 Salesperson Phone# 323-966-5284  
 Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
8	SU	09/30-10/28	11A-12P	THIS WEEK	.30	\$400.00	1	5	5	\$500.00
Rating: 1.0										
9	SU	11/04-11/04	11A-12P	THIS WEEK	.30	\$110.00	1	1	1	\$110.00
Rating: 1.0										

---REPORT TOTALS---  
 Report Totals. 217 / \$22,910.00

---SALES MONTHLY TOTALS---  
 Sep 12. 31 / \$3,100.00  
 Oct 12. 144 / \$15,400.00  
 Nov 12. 42 / \$4,410.00

Sales Totals. 217 / \$22,910.00  
 Station Totals. 217 / \$22,910.00  
 Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals	\$286,375
CABL	0%
WGHP	58%
UNKN	0%
WMYV	8%
WBFX	0%
WUPN	0%
WCMG	0%
WXII	17%
WPMY	9%
WXLV	8%

Books null  
 Demos RA35+

1 291 213.50 / r.t